



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: May 10, 2011

TO: Mayor and Councilmembers

FROM: Transportation Division, Public Works

SUBJECT: Parking And Business Improvement Area Annual Assessment Report, Fiscal Year 2012 - Intention To Levy

RECOMMENDATION: That Council:

- A. Approve the Parking and Business Improvement Area (PBIA) Annual Assessment Report, Fiscal Year 2012; and
- B. Adopt, by reading of title only, A Resolution of the Council of the City of Santa Barbara Declaring Council's Intention to Levy Parking and Business Improvement Area Assessment Rates for the 2012 Fiscal Year, at a Public Hearing to be Held on June 7, 2011, at 2:00 p.m.

DISCUSSION:

Pursuant to Santa Barbara Municipal Code section 4.37.145, the governing body of the PBIA requires the preparation and adoption of an annual report describing any proposed changes to the PBIA District's boundaries, benefit zones, business classification, and method and basis of levying assessments. The annual report must be prepared prior to the beginning of each fiscal year. For Fiscal Year 2012, no changes are proposed to the PBIA boundaries, benefit zones, or assessment levels. On April 14, 2011, the Downtown Parking Committee, serving as the PBIA Advisory Board, recommended approval of the PBIA Annual Report for Fiscal Year 2012 (see the attached Resolution,).

The Downtown Parking budget is funded primarily by hourly parking revenues and, to a lesser extent, by the PBIA and permit sales. The PBIA revenues are directed solely towards employee salaries and utility costs in support of the operation of the parking lots. Other revenues derived from hourly parking charges and permits support the balance of expenses.

The PBIA is the assessment mechanism that allows the City to provide affordable parking rates to customers and clients of the Downtown area. These funds partially finance the operation and maintenance of the parking lots and partially offset the cost of offering a free parking period, currently set at 75 minutes. This 40-year partnership between the downtown business community and the Downtown Parking Program has helped to keep Santa Barbara's downtown area viable.

Approximately 4.3 million customer transactions were processed last year. Each one of those patrons benefited from a free parking period. Last year's business-paid PBIA assessments contributed approximately \$.20 per ticket to the maintenance and operation of public parking lots and the free period.

BUDGET/FINANCIAL INFORMATION:

The revenue generated from the PBIA is \$840,000 or 13% of the Parking budget. If the PBIA Annual Report is not approved, options such as charging for all parking, even short-term parking, will need to be considered.

PREPARED BY: Browning Allen, Transportation Manager/MBH/kts

SUBMITTED BY: Christine F. Andersen, Public Works Director

APPROVED BY: City Administrator's Office